APEcon Chapter 2 Presentation projects

1. Natural Gas outlook? Conversion? What’s the impact on the Natural gas market, Oil, and alternative energy markets.
2. Textbooks passe ? The textbook market in the coming decade to what extent is it a market in transformation
3. Supply of Physicians post Healthcare reform?
4. Television, the big 4 (ABC, NBC, CBS, FOX) what’s in store for them? Have viewing habits changed?
5. Manufacturing in the US? Will manufacturing have a resurgence in the US both in actual and relative numbers and if not, why not.
6. Smartphones and the advertising market. To what extent have smartphones transformed the advertising market and what can we expect in the future.
7. Owning DNA and Patenting life forms. Can one patent life forms? DNA mutations? If so how might that effect the pharmaceutical and medical markets.

Groups will be 3 to 4 persons per group.

Each group will do a 2 to 3 page write up identifying and describing the existing market for the product/service involved.

Each group will provide a 2 to 3 page analysis on how a changing technological and/or legal framework is transforming the market and may result in “creative destruction”. Included in this portion of the paper will be an assessment regarding who will be winners and who will be losers.

Lastly, each group will attempt to forecast the market for the product/service 5 to 10 years down the road.

Each group will make a 15 to 20 minute presentation. Please try to make a dynamic presentation.

Works consulted and in text citations are required for both the paper and presentation.

You will be graded based upon

Paper

Facts

Accuracy

Analysis

Organization

Syntax

Scope and relevance of sources

Presentation

See above

Poise, Method of Presentation, Relationship to the audience.